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CONSUMER PURCHASES OF

U. S. D. OF AGRICULTURE  
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# CITRUS AND OTHER JUICES

OCTOBER 1960

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CPFJ-110

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of frozen concentrated juices, chilled orange juice, canned juices and fruit, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

December 1960

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

# CONTENTS

	<u>Page</u>
Summary.....	4
Frozen and chilled juices.....	4
Canned single-strength juices.....	5
Canned single-strength fruit drinks.....	7
Canned fruit.....	8

## Tables and Figures

### Purchases, proportion of families buying, purchase per buying family and average prices paid

Summary.....	9
Frozen concentrated orange juice.....	10, 22
Chilled orange juice.....	11, 22
Single-strength orange juice.....	12, 22
Single-strength grapefruit juice.....	13, 23
 Pineapple juice.....	 14
Prune juice.....	15, 23
Tomato juice.....	16
Single-strength orange drink.....	17, 22
Pineapple-grapefruit drink.....	18, 23
 Canned grapefruit sections.....	 19, 23
Miscellaneous canned single-strength juices.....	20
Miscellaneous canned fruit drinks.....	20
Total canned single-strength juices and fruit drinks.....	21
Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit.....	21
 Percentage of families buying orange products.....	 22
Percentage of families buying grapefruit and other products..	23



CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
OCTOBER 1960

By Clive E. Johnson  
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The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers purchased 14 percent more citrus juices, other juices and canned fruit drinks in October 1960 than in the same month of 1959. Frozen concentrated orange juice, canned orange juice, chilled orange juice, and canned orange drink were bought in substantially greater volume, resulting in an increase in the share of market for those products from 45 to 50 percent. Purchases of pineapple-grapefruit drink, pineapple juice, and canned grapefruit sections were also up sharply from a year earlier. More moderate gains were reported for prune juice, miscellaneous canned juices, and miscellaneous canned fruit drinks.

On the other hand, retail purchases of tomato juice were moderately below October 1959. Purchases of canned grapefruit juice were down 16 percent, and buying of the miscellaneous frozen concentrates fell off even more.

Prices paid for tomato juice were moderately higher than a year earlier, and canned grapefruit sections edged up slightly. Prices of all other products, however, were down, with frozen orange concentrate, chilled orange juice, and canned orange juice off 3 to 8 cents from the high levels that prevailed in the post-freeze period.

Changes in product coverage: Reporting of monthly household consumer purchases of fresh citrus fruits was discontinued following the September 1960 report. Such data are no longer available to the Agricultural Marketing Service.

FROZEN AND CHILLED JUICES

FROZEN ORANGE  
NEAR RECORD  
FOR MONTH

Frozen orange concentrate continued to move at a lively pace in the Nation's grocery stores during October 1960. Consumer purchases amounted to 5.6 million gallons, a 23-percent gain over the relatively small October 1959 volume. Except for October 1957, when sales amounted to 5.9 million gallons, this was the largest volume recorded for the

month. 1/ The 1960-61 orange crop has been late in maturing, and relatively few fresh oranges were available in food stores during October.

The proportion of families buying frozen orange concentrate, at 29.1 percent, was up more than 2 percentage points from a year earlier, and the average buying-family purchase of 7.7 cans was about 12 percent larger. Retail prices were down 3.4 cents to 18.8 cents per 6-ounce can.

Processors' stocks of frozen orange concentrate at the end of October were well below a year earlier, despite a heavy carry-over from the 1958-59 season. (See pages 10 and 22.)

MISCELLANEOUS  
CONCENTRATES  
CONTINUE TO  
DECLINE

In contrast to the heavy gain made by frozen orange concentrate, retail sales of miscellaneous frozen concentrated juices dropped 21 percent from a year earlier. Purchases amounted to about 572,000 gallons. Except for the last 2 months of 1959, this was the slowest retail movement reported in several years. The average 6-ounce can of miscellaneous concentrates cost consumers 18.7 cents, 0.7 cent less than in October 1959.

CHILLED JUICE  
RISES TO NEW  
OCTOBER PEAK

Retail sales of chilled orange juice jumped 37 percent over a year earlier to a new October peak of 2.1 million gallons. This was only a little less than the record volume of May 1960 and was considerably above usual July-December purchase levels.

About 4.7 percent of families bought chilled orange juice, compared with 3.7 percent in the preceding October. The buying-family purchase of 3.4 quarts was moderately larger. Prices paid by consumers were down 4.5 cents to 38.2 cents per quart. (See pages 11 and 22.)

CANNED SINGLE-STRENGTH JUICES

SHARP GAIN  
FOR ORANGE  
JUICE

Household consumption of canned orange juice amounted to about 811,000 cases in October 1960. This represented a 30-percent gain over a year earlier, and was considerably more than bought in most months since early 1959.

Purchases averaged 2 cans among the 7.3 percent of families buying, compared with the purchase of 1.9 cans by 6.1 percent of families in the preceding October. Retail prices amounted to 37.5 cents per 46-ounce can, a drop of 8 cents. (See pages 12 and 22.)

Canners' inventories of orange juice at the end of October were well below year-earlier levels, reflecting late maturity of the crop, and the consequent slow start in production.

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1/ Monthly data in this report are for 28-day periods to facilitate comparisons.



GRAPEFRUIT  
JUICE AT NEW  
OCTOBER LOW

Household consumers bought only 611,000 cases of canned grapefruit juice in October 1960, 16 percent less than a year earlier and the smallest volume reported for the month in the 11 years these data have been obtained. Retail prices were down 1.1 cents to 30.1 cents per 46-ounce can, the lowest price paid since mid-1959.

About 5 percent of families bought grapefruit juice compared with 6 percent in the preceding October. The buying-family purchase of 2.1 cans was also moderately smaller. (See pages 13 and 23.)

Canners' inventories at the end of October were considerably below year-earlier levels. The fruit was late in maturing, and production of the product is behind the 1959-60 season.

PRICES OF  
PINEAPPLE  
JUICE DOWN;  
SALES REACH  
2-YEAR PEAK

The downtrend in prices paid for pineapple juice continued into October, with prices falling to a 4-year low of 27.6 cents per 46-ounce can. This was 3.8 cents below a year earlier, and except for tomato juice, it was the lowest price paid for canned juices or canned fruit drinks in several years. Retail sales jumped 25 percent over a year earlier to 1.2 million cases, the highest volume reported since autumn 1958.

Purchases averaged 2.2 cans for the 9.6 percent of families that bought. Both components of sales were higher than a year earlier, with the average size of purchase the largest reported in recent years. (See page 14.)

PRUNE JUICE  
GAINS

About 606,000 cases of prune juice were bought for home consumption in October, an increase of 8 percent over the same month of 1959. Purchases were also sharply greater than in the preceding month in contrast to the usual small September-October gain.

The proportion of families consuming the product in October rose to 6.8 percent, but buying-family purchases at 2.3 quarts were a little smaller than a year earlier. Retail prices, which averaged 43.3 cents per quart, were practically the same. (See pages 15 and 23.)

The 1960 production of prunes in California is down moderately from 1959, and it is well below the average of the preceding 10 years.

TOMATO JUICE  
DOWN MODERATELY

October purchases of tomato juice for home use were 3 percent below the year-earlier level. Sales amounted to 1.7 million cases, about 42 percent greater than pineapple juice, the closest competitor and treble the volume of grapefruit juice.



Purchases of tomato juice averaged 2.1 cans among the 14.5 percent of families that bought. Both of these components of sales were down a little. Retail prices which averaged 27.8 cents per 46-ounce can, were up from a year earlier, in contrast to the price declines of other individually reported single-strength juices. (See page 16.)

MISCELLANEOUS  
JUICES UP  
MODERATELY

A total of 1.4 million cases of miscellaneous canned juices was bought for home consumption in October, an increase of 6 percent over the same month a year earlier. The gain was attributed to more families buying. Purchases per buying family, however, were a little smaller. Retail prices dropped 1.3 cents to average 36.5 cents per 46-ounce can. (See page 20.)

SINGLE-STRENGTH  
JUICES UP 6  
PERCENT IN TOTAL

In the aggregate, consumers bought 6.3 million cases of canned single-strength juices in October 1960 as compared with 6 million cases in the preceding October. Purchases averaged 2.8 cans (46-ounce) for the 41 percent of families buying. The average purchase per buying family was a little larger than a year earlier, and the proportion of buying families was up some. (See page 21.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK  
UP SHARPLY

Retail sales of canned orange drink were good in October, with movement up 42 percent from the low volume of October 1959. The 469,000 cases bought also represented a moderate increase over the preceding month in contrast to the usual September-October decline. The gain from a year earlier was attributed to an increase in the number of families buying. Purchases held at 2.5 cans per family. Retail prices were down slightly to an average of 30 cents per 46-ounce can. (See pages 17 and 22.)

PINEAPPLE-  
GRAPEFRUIT  
DRINK RISES  
TO NEW  
OCTOBER  
HIGH

Close to a million cases of pineapple-grapefruit drink were bought for home consumption in October. This was a 26-percent increase over a year earlier, and a new record for the month. The gain was attributed to a heavier buying-family purchase, which at 2.6 cans was the largest yet reported. Some gain occurred in the proportion of families buying. Retail prices were down 2.2 cents to 28.5 cents per 46-ounce can. (See pages 18 and 23.)

MISCELLANEOUS  
FRUIT DRINKS  
ALSO GAIN

The average buying family also purchased miscellaneous fruit drinks in greater quantity than in the preceding October. As a result, total purchases rose 11 percent. About 10 percent of families bought in both October 1959

and 1960. The average 46-ounce can of these products cost 34.2 cents, or 1.8 cents less than a year earlier. (See page 20.)

TOTAL FRUIT  
DRINKS UP  
SHARPLY

Altogether, a total of 2.8 million cases of fruit drinks was bought for home consumption in October, 21 percent more than in the same month of 1959. The proportion of families buying was up some to 17 percent, but most of the gain was associated with an increase in the size of the average buying-family purchase from 2.5 to 2.9 cans (46-ounce).

For comparison, buying-family purchases of canned single-strength juices averaged 2.8 cans and purchases of frozen orange concentrate averaged 4 cans (46-ounce) on a single-strength equivalent basis. (See page 21.)

CANNED FRUIT

SUBSTANTIAL  
GAIN FOR  
GRAPEFRUIT  
SECTIONS

About 318,000 cases of canned grapefruit sections were bought by household consumers in October 1960. Retail movement, up 26 percent from a year earlier, was the heaviest reported in about 2 years. The gain reflected a greater proportion of families buying, as well as a larger average size of purchase. Prices paid at 20.7 cents per No. 303 can were fractionally higher. (See pages 19 and 23.)

Table 1.--SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, October 1960 and 1959 1/

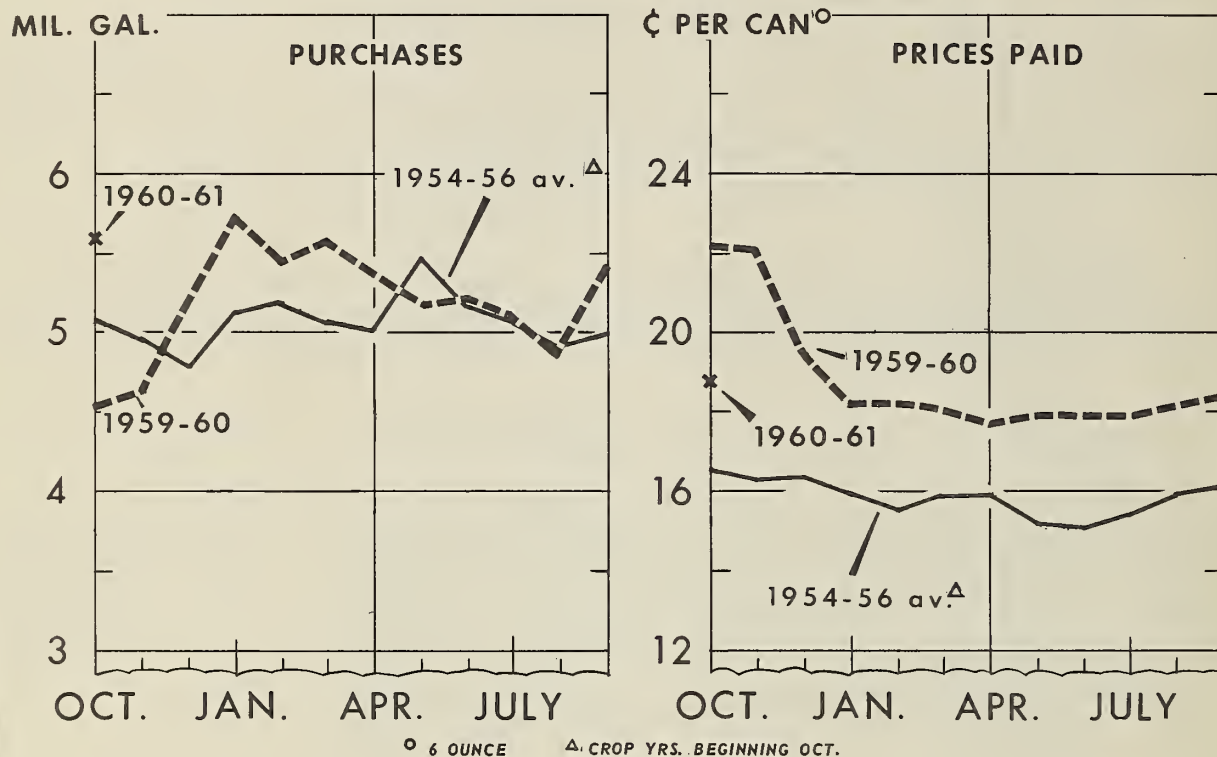
Commodity	Total purchases			Proportion of families buying			Purchases per buying family						Average price paid per actual unit	
	:			:			:						:	
	October, 1960	October, 1959	Change, 1960-59	Percent	Percent	Percent	Number	Number	Number	Number	Average size of purchase	Quantity per month	Unit	Cents
FROZEN CONCENTRATED JUICES:	1,000 gallons	1,000 gallons												
Orange	5,616	4,560	23	29.1	26.9	2.1	2.1	2.1	2.1	2.1	22.1	19.7	6-oz.	18.8
Miscellaneous	572	728	-21								15.6	14.8	6-oz.	18.7
Total	6,188	5,288	17											
CHILLED ORANGE JUICE	2,112	1,539	37	4.7	3.7	2.7	2.7	2.8	2.8	2.8	40.3	36.9	32-oz.	38.2
CANNED SINGLE-STRENGTH JUICES:	1,000 cases	1,000 cases												
Orange	811	626	30	7.3	6.1	1.7	1.7	1.7	1.7	1.7	54.1	50.4	46-oz.	37.5
Grapefruit	611	729	-16	5.2	6.1	1.5	1.5	1.5	1.5	1.5	64.6	68.1	46-oz.	30.1
Pineapple	1,214	975	25	9.6	9.2	1.4	1.4	1.4	1.4	1.4	72.9	62.9	46-oz.	27.6
Prune	606	562	8	6.8	6.4	1.8	1.8	1.8	1.8	1.8	40.2	40.6	32-oz.	43.3
Tomato	1,729	1,786	-3	14.5	15.3	1.6	1.6	1.5	1.5	1.5	61.3	66.3	46-oz.	27.8
Miscellaneous	1,363	1,289	6	16.8	15.7	1.7	1.7	1.7	1.7	1.7	39.3	41.1	46-oz.	36.5
Total	6,334	5,967	6	40.6	40.4	2.4	2.4	2.3	2.3	2.3	53.1	54.2		
CANNED SINGLE-STRENGTH FRUIT DRINKS:														
Orange	469	331	42	3.3	2.3	1.5	1.5	1.6	1.6	1.6	77.7	73.4	46-oz.	30.0
Pineapple-grapefruit	964	763	26	6.9	6.6	1.5	1.5	1.4	1.4	1.4	78.5	69.5	46-oz.	28.5
Miscellaneous fruit	1,332	1,199	11	9.9	10.0	1.8	1.8	1.7	1.7	1.7	62.6	59.2	46-oz.	34.2
Total	2,765	2,293	21	17.0	16.5	1.9	1.9	1.8	1.8	1.8	69.7	64.5		
CANNED GRAPEFRUIT SECTIONS	318	252	26	5.1	4.5	1.5	1.5	1.5	1.5	1.5	37.9	35.4	16-oz. 3/	20.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case.  
3/ Equivalent No. 303 can. Omission of entry indicates data are not available.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60(12) AGRICULTURAL MARKETING SERVICE

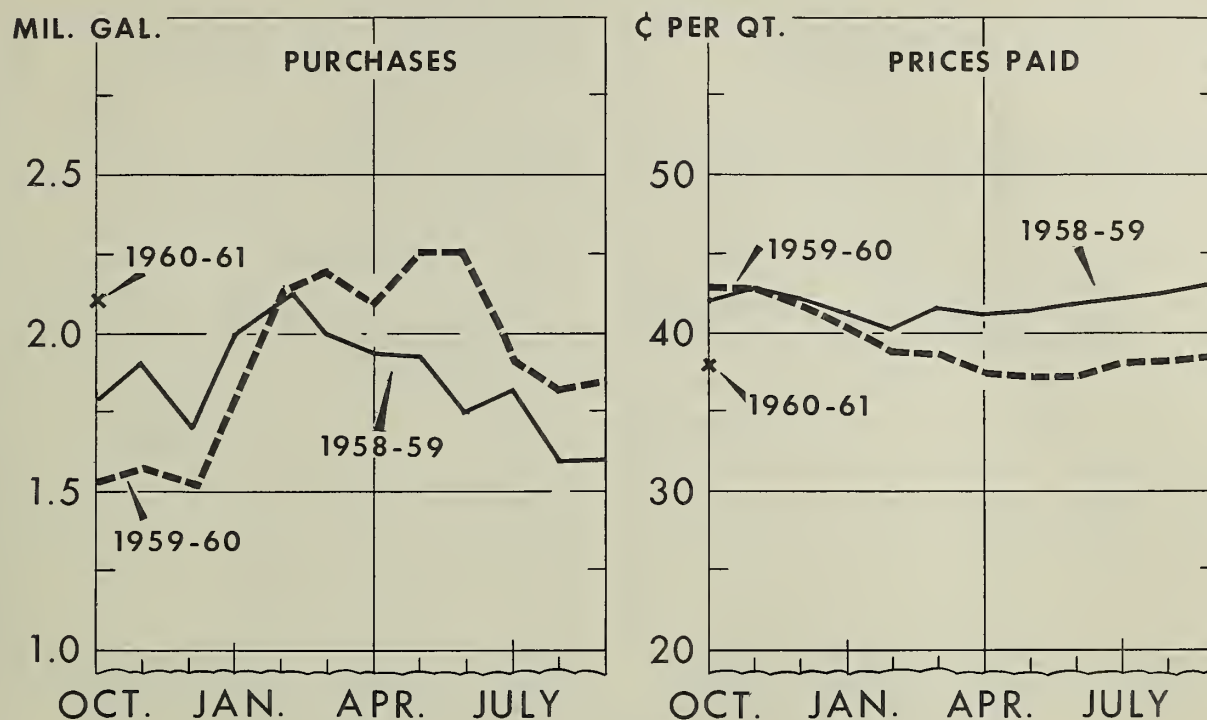
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	5,064	29.1	26.9	24.4	46	41	38	18.8	22.2	16.6
Nov.		4,634	4,955		26.7	24.1		43	37		22.1	16.3
Dec.		5,138	4,751		27.9	22.4		45	37		19.4	16.4
Oct.-Dec.			15,902									
Jan.		5,730	5,122		30.3	25.8		45	41		18.2	15.9
Feb.		5,444	5,179		28.1	26.2		48	42		18.2	15.5
Mar.		5,579	5,043		27.8	26.1		50	42		18.1	15.8
Oct.-Mar.			32,579									
Apr.		5,385	5,006		28.3	25.8		45	43		17.8	15.8
May		5,213	5,441		27.7	24.8		46	41		18.0	15.2
Jun.		5,232	5,147		28.3	25.9		44	40		17.9	15.1
Oct.-Jun.			49,479									
Jul.		5,081	5,061		27.2	24.5		45	40		17.9	15.4
Aug.		4,879	4,897		27.5	24.5		43	41		18.1	15.9
Sep.		5,433	4,987		29.3	26.9		44	42		18.3	16.1
Season			65,680									15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60(12) AGRICULTURAL MARKETING SERVICE

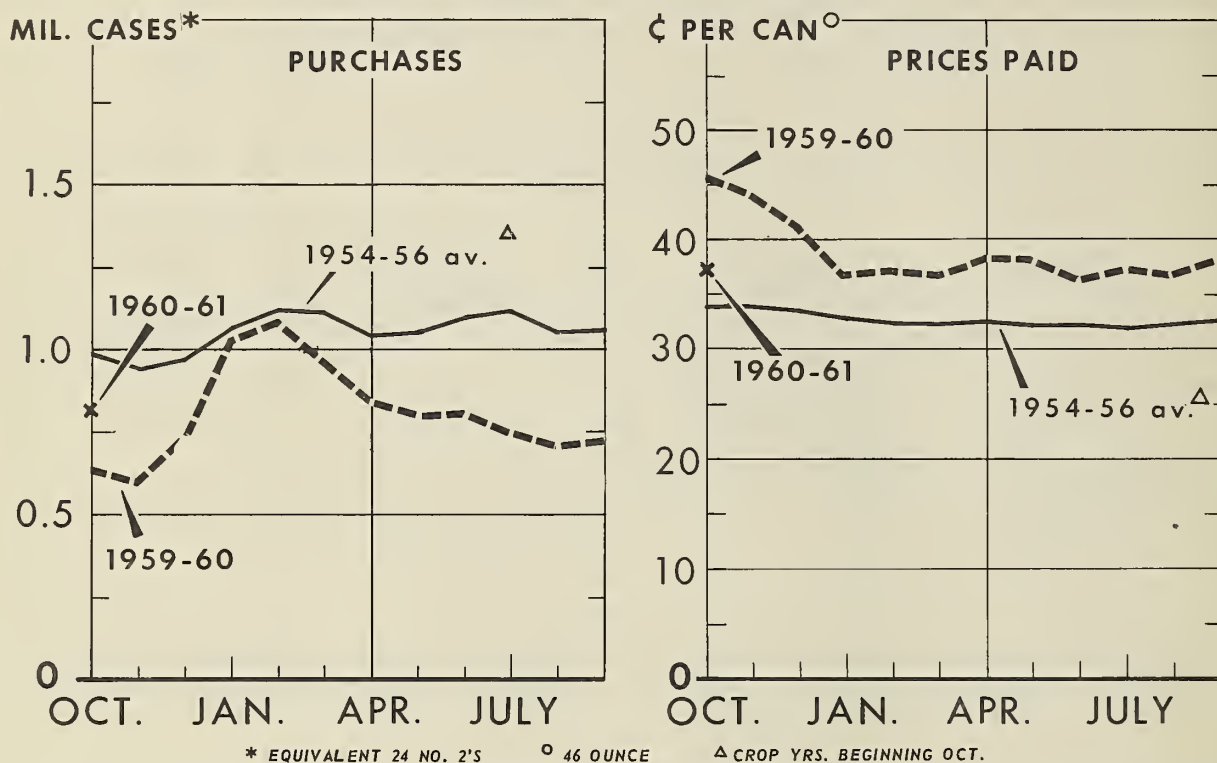
Table 3.--CHILLED ORANGE JUICE: Customer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	gals.	gals.	gals.	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,782	4.7	3.7	3.6	109	103	125	38.2	42.7	41.8
Nov.		1,573	1,911		3.4	3.5		116	137		42.6	42.5
Dec.		1,532	1,706		3.5	3.4		110	126		41.7	42.1
Oct.-Dec.			5,749									
Jan.		1,798	2,002		4.1	4.4		110	113		40.2	41.2
Feb.		2,153	2,124		5.1	4.8		103	112		38.8	40.2
Mar.		2,220	1,993		4.7	4.4		116	114		38.7	41.6
Oct.-Mar.			12,343									
Apr.		2,099	1,942		4.4	4.1		113	119		37.5	41.2
May		2,277	1,925		4.7	4.1		117	114		37.3	41.4
Jun.		2,271	1,748		5.0	3.9		108	111		37.3	41.9
Oct.-Jun.			18,385									
Jul.		1,911	1,815		4.4	4.0		107	112		38.0	42.1
Aug.		1,829	1,585		4.2	3.5		107	114		38.2	42.4
Sep.		1,846	1,602		4.2	3.4		109	117		38.4	43.1
Season			23,765									41.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-50 (12) AGRICULTURAL MARKETING SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

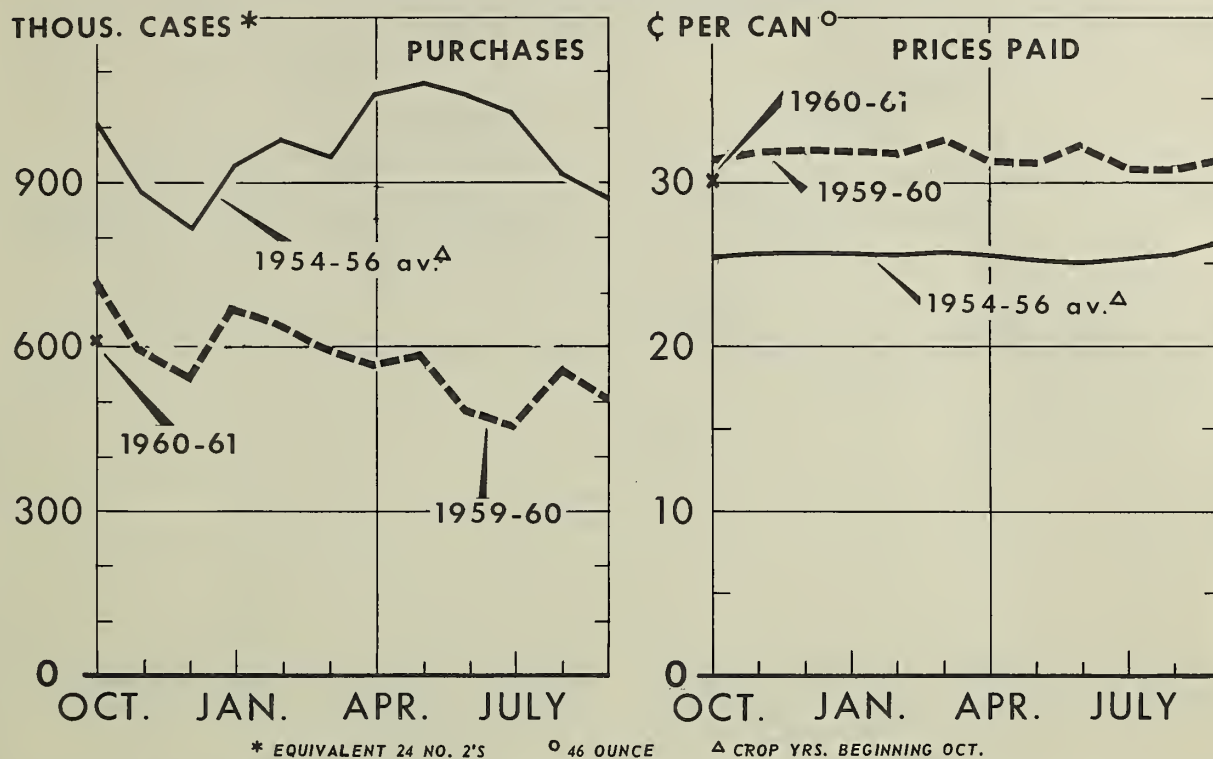
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	978	7.3	6.1	9.1	92	86	92	37.5	45.5	33.8
Nov.		594	944		5.9	8.4		86	82		43.9	33.8
Dec.		726	968		6.8	7.5		86	87		40.7	33.5
Oct.-Dec.			3,121									
Jan.		1,021	1,055		8.4	7.6		102	85		36.7	32.7
Feb.		1,066	1,118		9.9	8.0		89	83		37.0	32.3
Mar.		964	1,113		7.9	6.7		101	84		36.7	32.2
Oct.-Mar.			6,685									
Apr.		831	1,033		7.0	7.0		98	86		38.2	32.4
May		782	1,046		6.8	6.3		96	84		38.0	32.3
Jun.		801	1,087		6.8	6.2		95	80		36.8	32.2
Oct.-Jun.			10,120									
Jul.		733	1,110		6.4	6.3		94	81		37.2	32.0
Aug.		709	1,036		6.8	5.8		87	81		36.9	32.2
Sep.		716	1,044		6.7	6.1		89	82		38.0	32.5
Season			13,566									32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(12) AGRICULTURAL MARKETING SERVICE

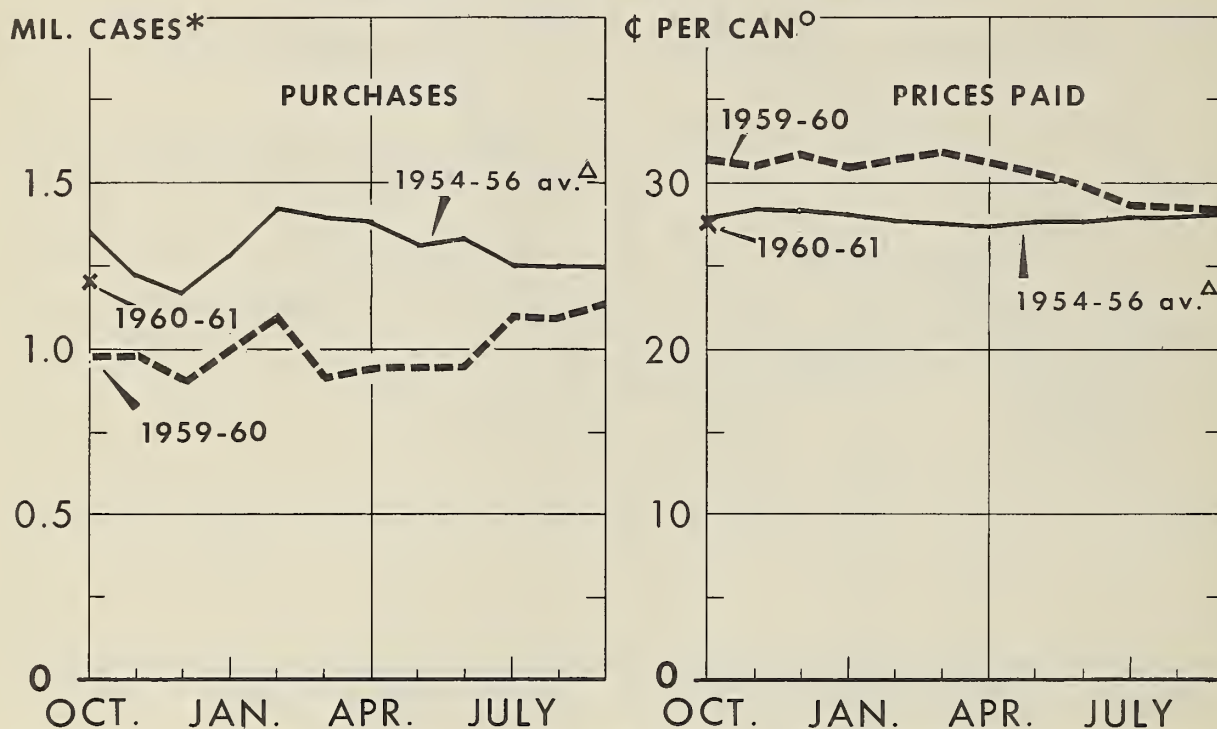
Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	611	729	1,015	5.2	6.1	6.6	97	102	92	30.1	31.2	25.6
Nov.		592	883		5.6	5.8		87	95		31.8	25.9
Dec.		538	824		5.2	5.1		88	86		31.9	25.9
Oct.-Dec.			2,927									
Jan.		671	938		6.1	5.8		91	84		31.9	25.9
Feb.		647	983		5.7	5.7		96	85		31.7	25.7
Mar.		589	950		5.5	6.5		85	90		32.7	25.9
Oct.-Mar.			6,037									
Apr.		563	1,069		5.3	7.3		85	101		31.5	25.7
May		583	1,083		5.0	7.5		100	98		31.3	25.4
Jun.		491	1,063		4.5	6.3		91	97		32.1	25.2
Oct.-Jun.			9,503									
Jul.		465	1,032		4.2	5.8		87	94		31.0	25.5
Aug.		566	922		4.7	5.7		100	93		30.9	25.9
Sep.		507	875		4.5	5.7		91	93		31.3	26.5
Season			12,557									25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

<sup>o</sup> 46 OUNCE

Δ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60(12)

AGRICULTURAL MARKETING SERVICE

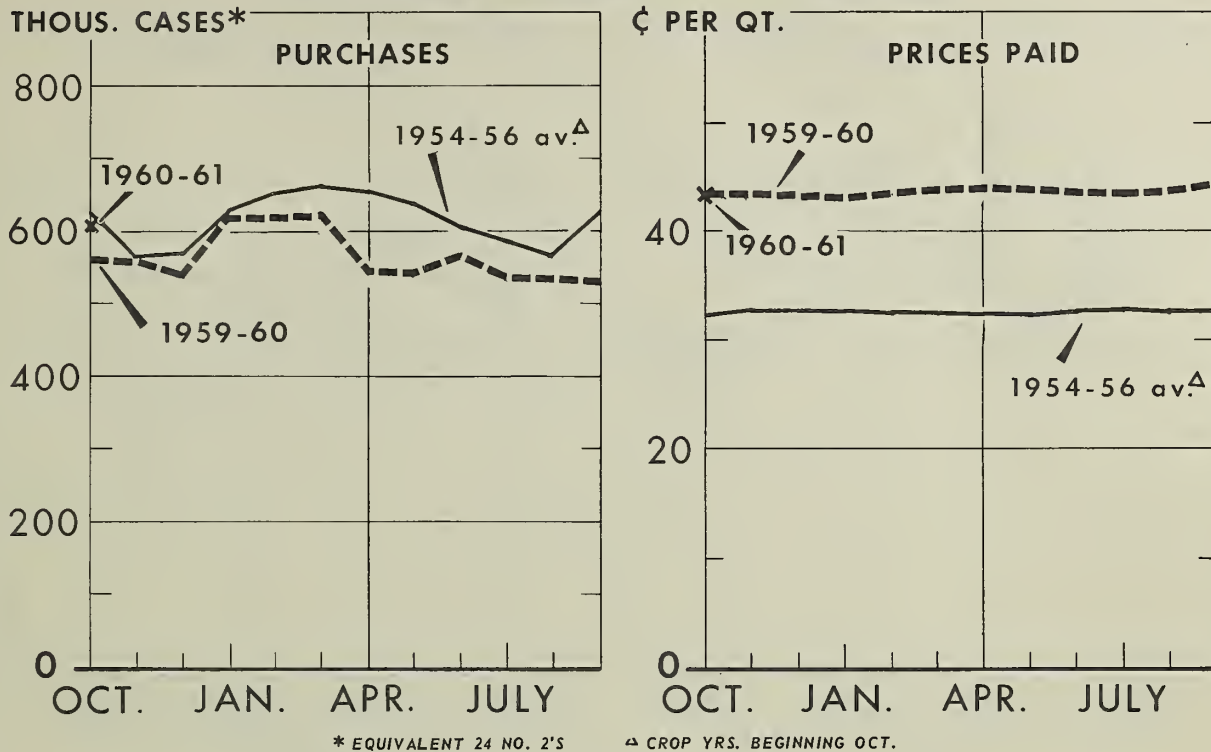
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,352	9.6	9.2	11.6	102	88	87	27.6	31.4	27.9
Nov.		977	1,220		9.1	10.4		89	88		31.0	28.4
Dec.		907	1,174		8.8	9.7		86	86		31.7	28.4
Oct.-Dec.			4,027									
Jan.		986	1,285		9.9	10.4		84	88		31.1	28.1
Feb.		1,099	1,424		10.5	10.0		87	85		31.5	27.7
Mar.		915	1,400		8.6	10.4		90	91		31.8	27.5
Oct.-Mar.			8,507									
Apr.		933	1,388		8.7	10.6		90	88		31.1	27.4
May		940	1,312		8.5	9.3		93	82		30.7	27.7
Jun.		950	1,335		8.7	9.4		91	86		30.2	27.7
Oct.-Jun.			12,878									
Jul.		1,107	1,253		9.1	8.7		101	80		28.7	28.0
Aug.		1,090	1,251		8.8	9.2		99	89		28.8	28.0
Sep.		1,113	1,248		9.6	9.4		96	86		28.3	28.1
Season			16,906									27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-40(12) AGRICULTURAL MARKETING SERVICE.

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

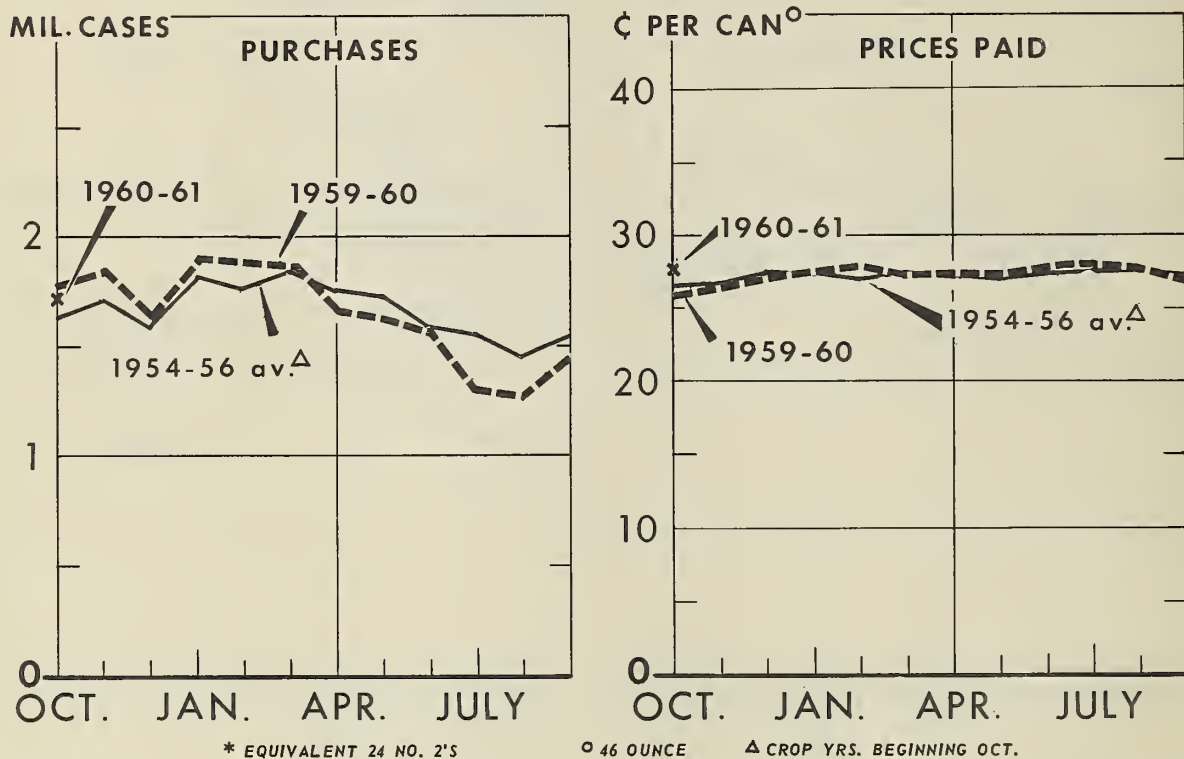
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per quart		
	1960-1961	1959-1960	Average 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	606	562	615	6.8	6.4	7.1	72	73	72	43.3	43.4	32.3
Nov.		559	562		6.3	7.0		72	69		43.6	32.8
Dec.		536	569		6.2	6.7		72	71		43.3	32.7
Oct.-Dec.			1,872									
Jan.		622	629		7.0	7.1		72	69		43.2	32.7
Feb.		618	651		7.5	7.3		68	70		43.4	32.7
Mar.		624	660		7.3	6.9		71	72		43.7	32.6
Oct.-Mar.			3,972									
Apr.		545	653		6.5	6.9		68	68		43.9	32.4
May		544	636		5.8	6.3		77	71		43.9	32.4
Jun.		566	603		6.1	6.0		77	72		43.5	32.6
Oct.-Jun.			6,011									
Jul.		536	585		5.8	6.3		76	63		43.8	32.9
Aug.		536	566		6.1	6.1		74	69		43.8	32.7
Sep.		539	623		6.1	6.6		73	66		44.0	32.7
Season			7,923									32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounce per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60(12) AGRICULTURAL MARKETING SERVICE

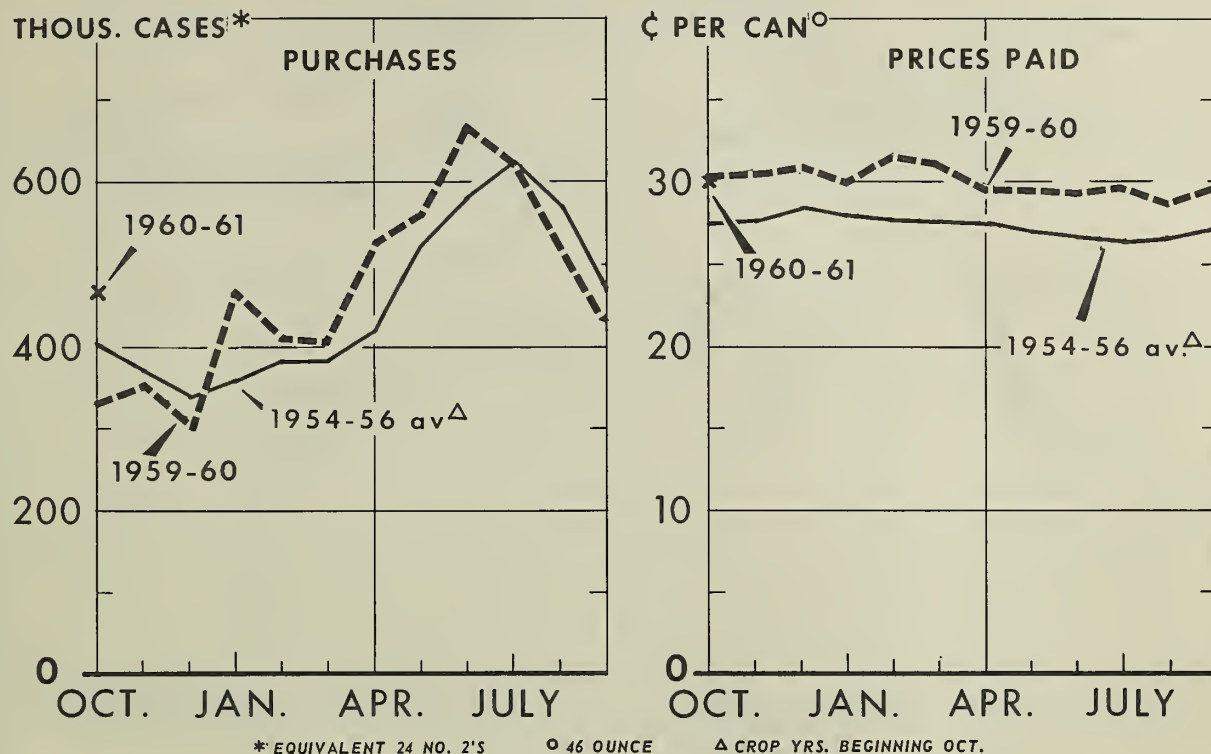
Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,729	1,786	1,640	14.5	15.3	17.0	98	99	94	27.8	26.0	26.5
Nov.		1,839	1,720		16.1	16.3		97	95		26.4	26.9
Dec.		1,636	1,582		15.5	15.9		90	84		27.2	27.4
Oct.-Dec.			5,390									
Jan.		1,894	1,818		17.6	18.1		88	95		27.5	27.4
Feb.		1,875	1,773		17.8	17.6		89	89		27.9	27.0
Mar.		1,865	1,846		17.1	18.1		92	98		27.3	27.3
Oct.-Mar.			11,282									
Apr.		1,658	1,755		15.7	18.5		88	99		27.6	27.2
May		1,630	1,715		15.0	16.0		92	99		27.4	27.0
Jun.		1,581	1,593		14.8	16.9		92	98		27.8	27.4
Oct.-Jun.												
Jul.		1,280	1,553		12.3	15.0		85	95		28.4	27.5
Aug.		1,277	1,449		12.7	14.2		82	100		27.6	27.3
Sep.		1,407	1,536		13.3	13.9		88	99		27.1	27.2
Season			21,657									27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(12) AGRICULTURAL MARKETING SERVICE

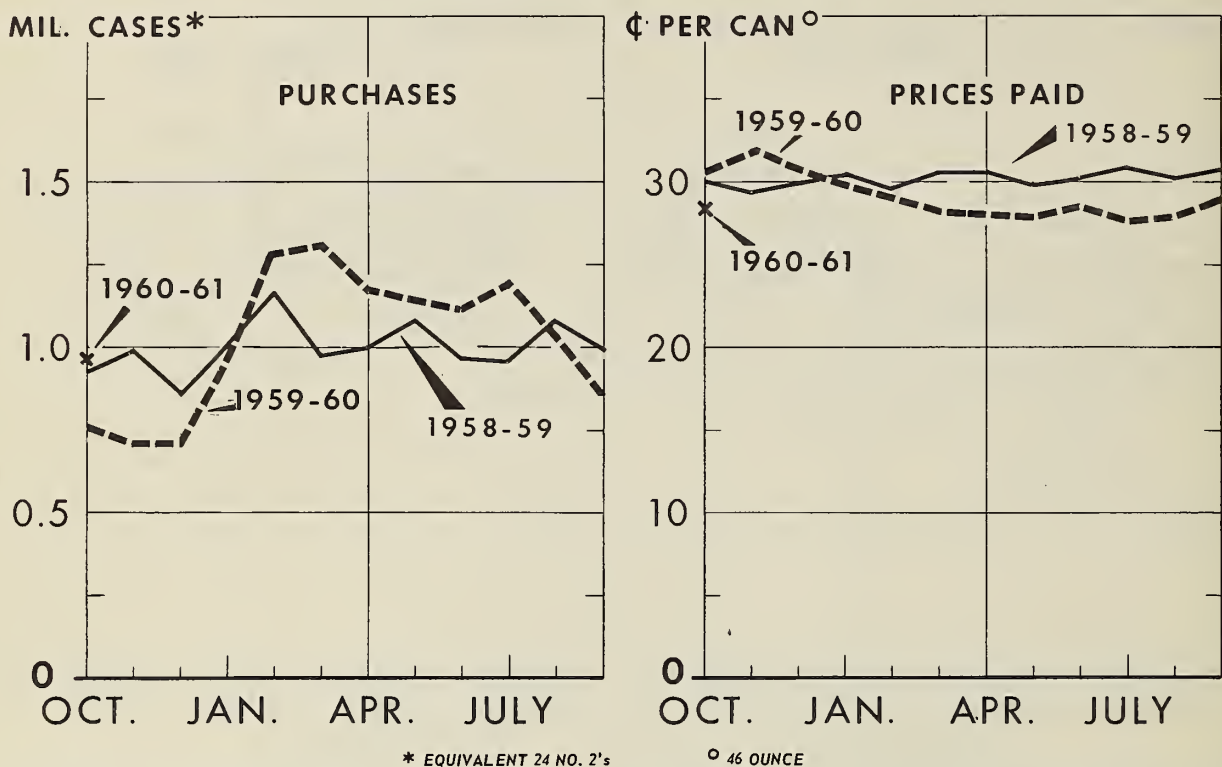
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average: 1954-56	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	Average: 1954-56
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	403	3.3	2.3	3.1	117	117	117	30.0	30.2	27.5
Nov.		350	373		2.9	3.4		104	109		30.6	27.5
Dec.		301	340		2.4	2.8		107	121		30.9	28.2
Oct.-Dec.			1,190									
Jan.		466	359		3.4	3.5		109	111		30.0	28.0
Feb.		414	383		3.6	3.3		96	105		31.5	27.8
Mar.		404	385		3.3	3.7		106	102		31.2	27.7
Oct.-Mar.			2,422									
Apr.		524	420		3.7	4.0		115	111		29.8	27.5
May		563	524		3.8	3.6		124	108		29.9	27.0
Jun.		663	581		4.9	4.2		114	117		29.4	26.6
Oct.-Jun.			4,069									
Jul.		620	621		4.2	3.9		123	113		29.7	26.3
Aug.		528	572		3.9	4.0		114	106		28.8	26.6
Sep.		431	466		3.3	3.1		103	115		29.7	27.1
Season			5,875									27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60(12)

AGRICULTURAL MARKETING SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family and average prices paid, October 1958 to date

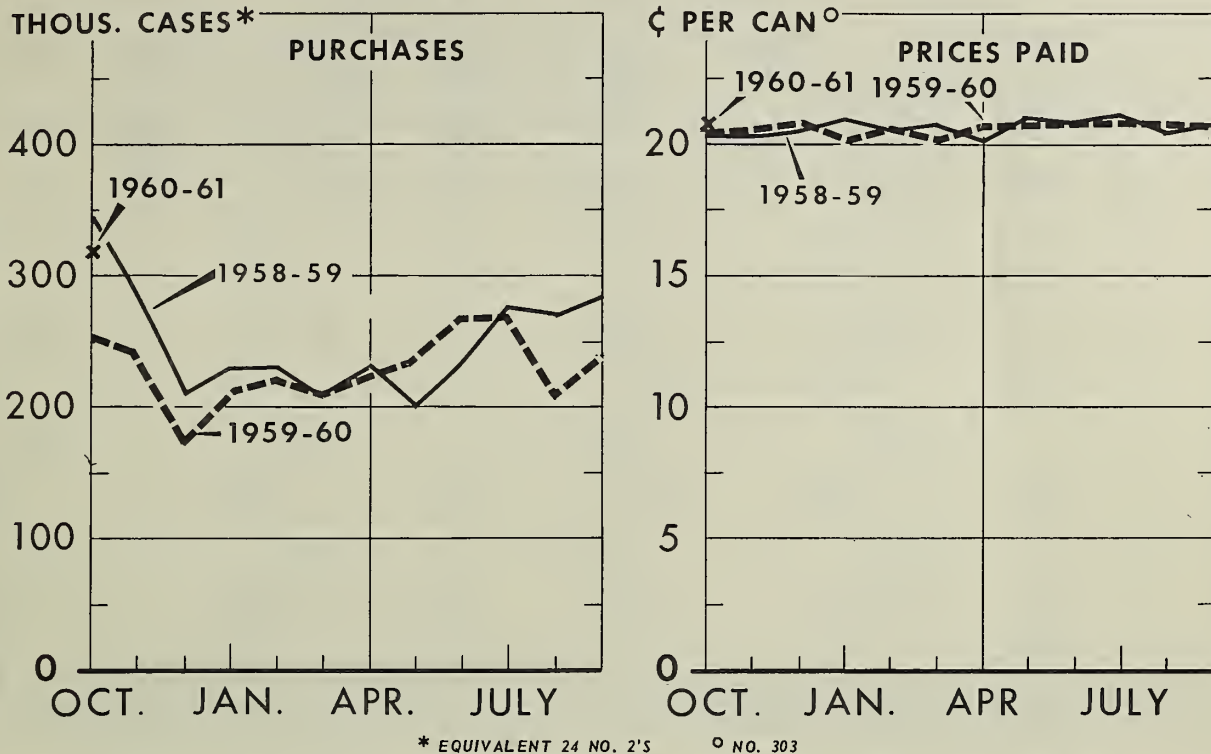
Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per 46-ounce can		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	964	763	935	6.9	6.6	8.5	118	97	94	28.5	30.7	30.0
Nov.		711	997		6.2	9.1		93	91		31.9	29.4
Dec.		713	862		6.0	7.5		100	96		30.8	30.0
Oct.-Dec.			2,978									
Jan.		970	1,026		8.3	8.9		97	96		29.9	30.3
Feb.		1,290	1,169		9.1	9.9		122	99		29.1	29.7
Mar.		1,322	973		9.4	8.6		118	94		28.3	30.5
Oct.-Mar.			6,433									
Apr.		1,176	1,000		8.4	8.5		115	96		28.1	30.5
May		1,158	1,079		8.4	9.4		115	100		27.9	29.9
Jun.		1,125	963		8.5	8.1		109	100		28.8	30.3
Oct.-Jun.			9,701									
Jul.		1,192	956		8.9	8.4		108	98		27.7	30.9
Aug.		1,045	1,071		8.1	8.4		107	108		28.0	30.3
Sep.		853	997		6.9	8.6		100	100		29.0	30.6
Season			12,970									30.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.  
Equivalent cases 24 No. 2 cans...432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6654-60(12) AGRICULTURAL MARKETING SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1958 to date

Period 1/	Total purchases			Proportion of families buying			Purchase per buying family			Prices paid per No. 303 can		
	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959	1960-1961	1959-1960	1958-1959
	cases	cases	cases	Percent	Percent	Percent	Ounces	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	345	5.1	4.5	5.7	57	53	57	20.7	20.5	20.3
Nov.		238	289		4.3	5.5		49	49		20.5	20.4
Dec.		174	211		3.6	4.0		46	48		20.8	20.5
Oct.-Dec.			897									
Jan.		210	229		3.7	4.6		52	46		20.2	21.0
Feb.		222	230		3.9	4.1		53	51		20.6	20.4
Mar.		209	209		3.5	4.1		57	49		20.2	20.7
Oct.-Mar.			1,628									
Apr.		220	231		3.9	4.3		52	52		20.5	20.1
May		237	200		3.7	3.9		61	48		20.5	20.9
Jun.		269	233		4.5	3.9		54	58		20.7	20.7
Oct.-Jun.			2,152									
Jul.		269	276		4.3	4.4		59	59		20.7	21.1
Aug.		208	271		3.5	4.2		54	61		20.8	20.4
Sep.		239	283		4.0	4.7		55	57		20.6	20.6
Season			3,066									20.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,363	1,289	16.8	15.7	67	70	36.5	37.8
Nov.		1,188		15.8		61		37.4
Dec.		1,207		15.8		63		37.6
Jan.		1,397		17.3		69		37.1
Feb.		1,456		18.3		65		37.3
Mar.		1,460		17.5		71		37.1
Apr.		1,414		17.5		68		37.4
May		1,453		17.6		67		37.3
Jun.		1,475		18.2		68		36.2
Jul.		1,367		17.8		63		36.5
Aug.		1,230		15.8		65		37.3
Sep.		1,305		16.3		66		37.3

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,332	1,199	9.9	10.0	113	101	34.2	36.0
Nov.		1,144		9.3		102		36.1
Dec.		1,101		8.3		110		35.3
Jan.		1,215		10.0		100		35.8
Feb.		1,323		10.5		106		35.5
Mar.		1,294		10.6		104		35.4
Apr.		1,406		10.6		111		35.0
May		1,676		12.6		113		34.0
Jun.		1,902		14.1		111		34.0
Jul.		1,581		11.6		110		33.8
Aug.		1,480		11.0		112		34.1
Sep.		1,362		10.6		102		34.4

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960
	1,000 : cases	1,000 : cases	Percent	Percent	Ounces	Ounces	1,000 : cases	1,000 : cases	Percent	Percent	Ounces	Ounces
Oct.	6,334	5,967	40.6	40.4	127	125	2,765	2,293	17.0	16.5	132	116
Nov.		5,749		40.7		120		2,205		15.9		114
Dec.		5,550		40.4		114		2,115		14.7		122
Jan.		6,591		44.7		121		2,651		18.6		122
Feb.		6,761		47.6		120		3,027		19.6		126
Mar.		6,417		43.9		124		3,020		20.1		128
Apr.		5,944		41.9		118		3,106		19.2		133
May		5,932		41.0		120		3,397		21.0		134
Jun.		5,864		41.2		121		3,690		22.6		133
Jul.		5,488		39.0		118		3,393		20.4		136
Aug.		5,408		38.1		115		3,053		18.9		133
Sep.		5,587		39.2		117		2,646		17.9		120

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.  
Equivalent cases 24 No. 2 cans...432 ounces per can.

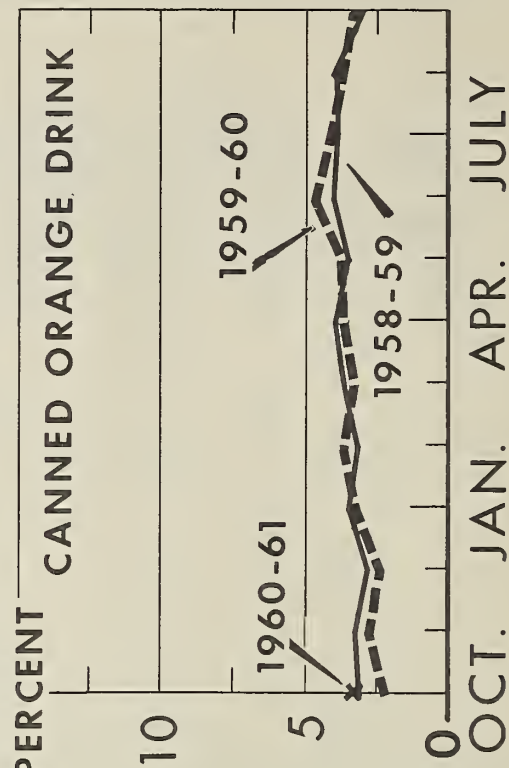
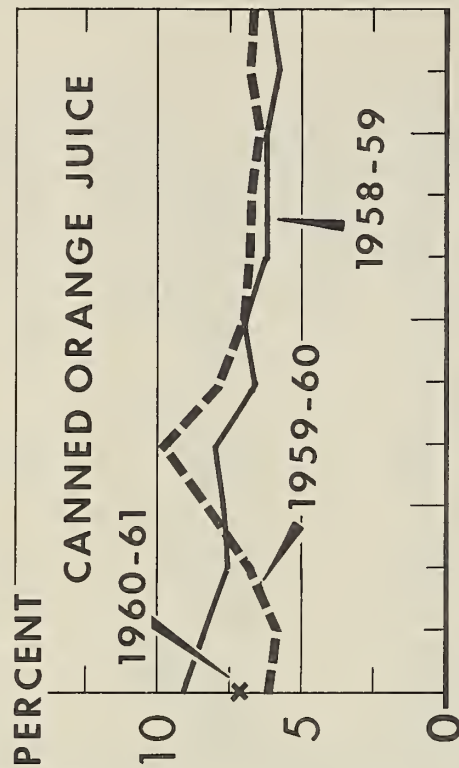
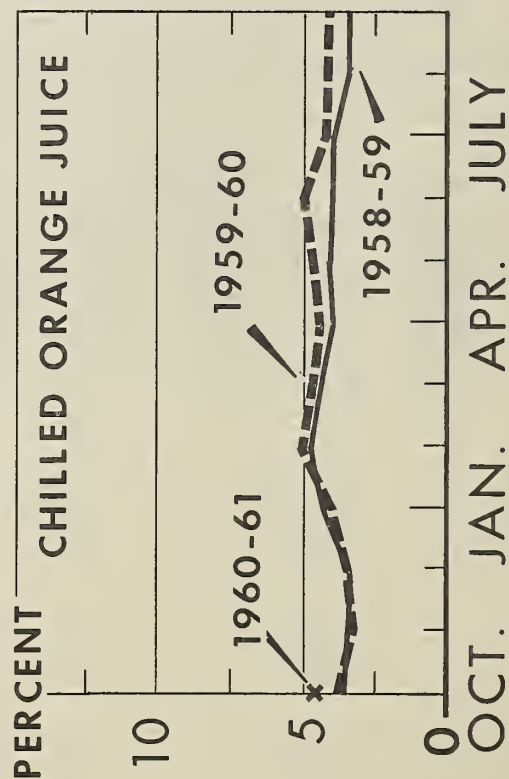
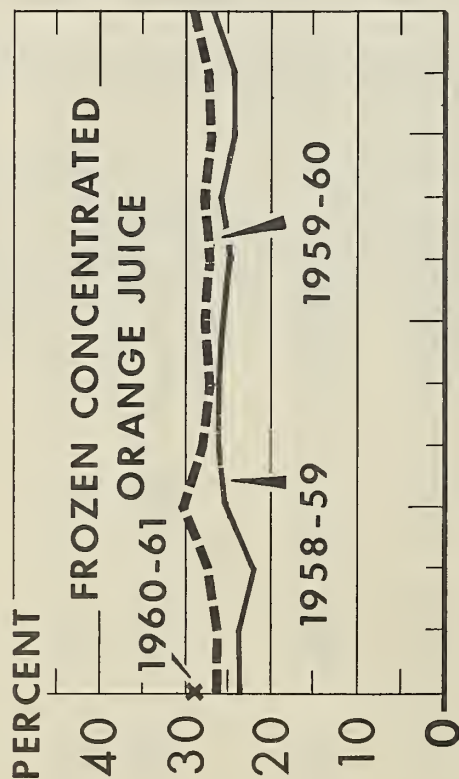
Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice		Canned sections	
	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960	1960- : 1959- : 1961 : 1960
	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes	1,000 : boxes
Oct.	3,774	2,996	474	375	365	274	453	537	221	182
Nov.		3,045		356		280		436		172
Dec.		3,376		435		273		397		126
Jan.		3,988		592		309		503		145
Feb.		3,789		618		370		485		153
Mar.		3,883		559		382		442		144
Apr.		3,619		485		363		417		153
May		3,503		457		394		432		165
Jun.		3,516		468		393		364		187
Jul.		3,414		428		331		345		187
Aug.		3,279		414		316		419		145
Sep.		3,651		418		319		376		166

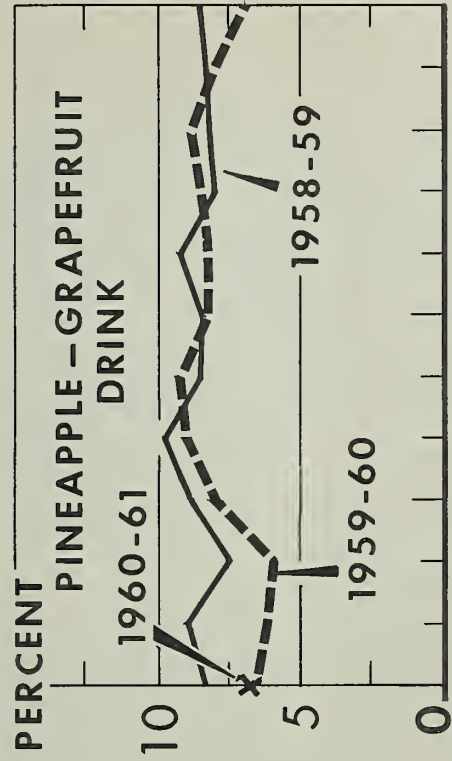
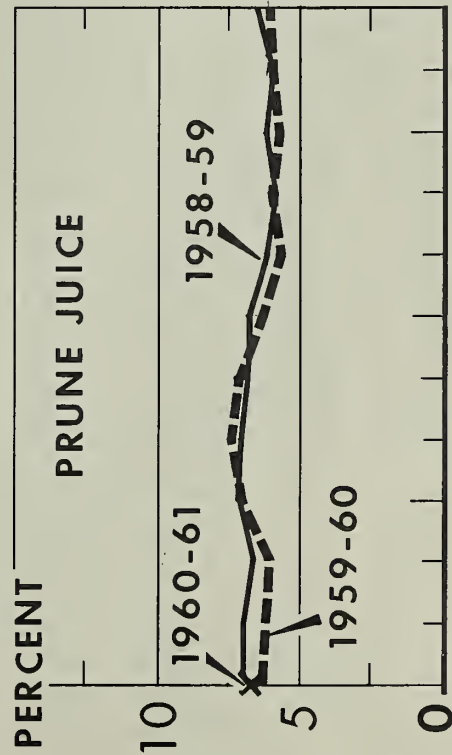
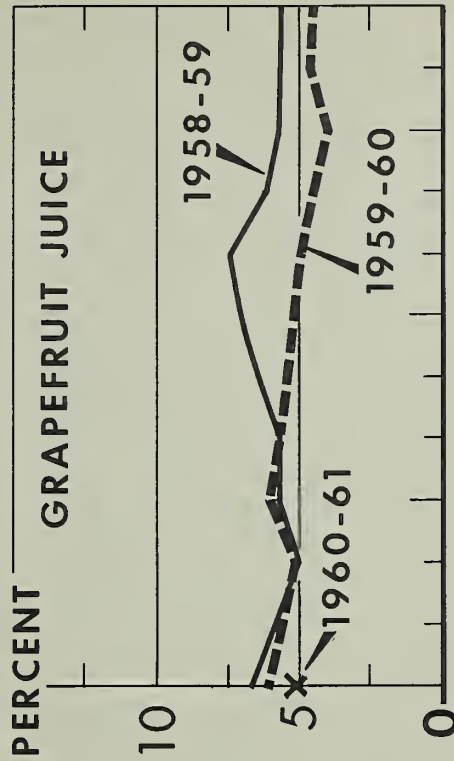
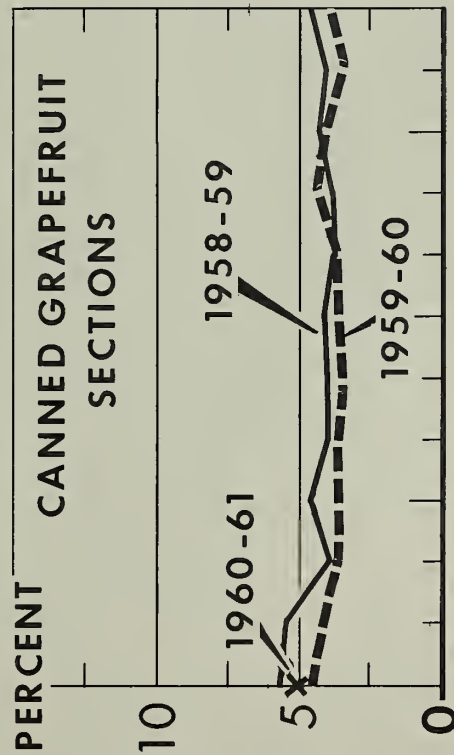
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. 2/ Based on yield of canned single-strength orange juice.



# PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS



# PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



OCT. JAN. APR. JULY

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